

**U.S. Fish and Wildlife Service
Division of International Conservation**

WILDLIFE WITHOUT BORDERS-LATIN AMERICA AND THE CARIBBEAN

Catalog of Federal Domestic Assistance (CFDA) Number: 15.640

NOTICE OF PRE-APPLICATION INSTRUCTIONS

I. DESCRIPTION OF FUNDING OPPORTUNITY

The *Wildlife Without Borders-Latin America and the Caribbean* Program (WWB-LAC) funds projects designed to strengthen the ability of Latin American and Caribbean institutions to manage and conserve species, habitats, and ecological processes for the benefit of the people of the Americas and the world.

Ultimately, conservation is about people. While the biological sciences are essential to understanding the degree to which ecosystems and species are threatened and how to manage them, at the root of most threats are social, political, and economic conditions: poverty, population growth, and inadequate policy planning and implementation. The question is no longer whether to involve local communities in conservation, but *how*.

As conservation organizations address this question, they face a number of challenges. Constituency building, for example, involves addressing this broad array of social, economic, and political factors affecting communities and wildlife, while at the same time forging stronger human connections with nature—forces which often may appear opposed. While abundant tools exist for reaching people, many conservation initiatives inadequately address the role of people in the conservation equation, thinking, perhaps, that making a poster will transmit sufficient knowledge to change behaviors. Furthermore, many conservation groups work in isolation without the benefit of learning from a broader community or gaining the efficiencies of applying proven tools.

The Wildlife Without Borders Latin America and Caribbean program recently completed a strategic planning process that includes three areas of focus for the 2011 – 2016 timeframe: 1) building the capacity of future conservation leaders through innovative training programs; 2) fostering networks to facilitate learning and collaboration across sites; and 3) creating a conservation ethic while changing attitudes and behaviors.

As part of this strategy for 2011 – 2016, the Wildlife Without Borders Latin America and Caribbean program seeks to address key questions around the topic of building conservation constituencies. For example, what methods really work best to reach target audiences and change attitudes and behaviors—what do people really respond to? How does building an emotional connection with nature affect conservation attitudes and behaviors? What is the role of technology in building conservation constituencies, particularly when juxtaposed with getting more people outside to personally experience nature? How can you address issues of scale, taking locally developed conservation ethics to regional or national policy levels?

II. AWARD INFORMATION

No awards will be made in response to this Announcement.

This program will use cooperative agreements as the primary assistance instrument. For cooperative agreements, substantial involvement from FWS staff is expected and may include, but is not limited to, approval of annual workplans, providing technical assistance and guidance in the development of certain activities, as well as monitoring and evaluation. Initial projects may be for up to a two year period, and may be extended based upon performance. Pre-applications may be submitted requesting any amount up to a maximum of \$100,000.

III. ELIGIBILITY INFORMATION

Eligible Applicants: Applicants under this program can be: federal, state and local government agencies; non-profit, non-governmental organizations; and public and private institutions of higher education. U.S. non-profit, non-governmental organizations must submit documentary evidence of their Section 501(c)(3) non-profit status.

Applicants must have a valid DUNS number to receive funding. U.S. Government-wide policy requires that all applicant organizations and individuals, both domestic and non-domestic, apply for, and include a Dun & Bradstreet Data Universal Number System (DUNS) number on their proposal. Applicants without a DUNS number should go to <http://fedgov.dnb.com/webform>. You will be prompted to select your country and then search the database for your organization/name. If your organization/name is not found, you will be routed to a web page that allows you to select "Request a New D-U-N-S Number." Follow the instructions for obtaining a new number. Applicants who already have a DUNS number are responsible for updating changes to their address or business name with Dun and Bradstreet directly, as the organizational address to be used in the event an award is made must match the information in Dun & Bradstreet's system.

Central Contractor Registration (CCR) Database: As of October 1, 2010, all domestic and foreign applicants MUST register with the CCR database to apply for funding. Exceptions are: all individuals, all Federal agencies, and those foreign applicants submitting a proposal for less than \$25,000. This database is used by the U.S. government as the repository for standard information about applicants and recipients of federal funds. *Recipients* must maintain an active CCR registration with current information at all times during the project period.

Domestic Registrants go to: <http://www.ccr.gov> (click on "What you need to Register")

Non-Domestic registrants go to: <https://www.bpn.gov/ccr/international.aspx>

Eligible Activities: Education and outreach activities that answer the questions in Section I above. Programs may focus either on protected areas in general or on a specific protected area or buffer zone (the site must have recognized legal status as a protected area or buffer zone, either nationally, provincially or locally). In the case of countries which do not have any Protected Areas or protected area systems, proposals may be submitted for projects to support efforts for the establishment of a protected area/spaces by building constituencies or participatory management frameworks that involve local people.

Ineligible Activities: The Division of International Conservation will not fund: the purchase of firearms or ammunitions; buying of intelligence information or paying informants; gathering information by persons who conceal their true identity; law enforcement operations that prompt suspects to carry out illegal activities so they may be arrested (entrapment); or any activity that would circumvent sanctions, laws, or regulations of either the U.S. or the country in which the activity would occur. Funds may not be used to provide material support or resources to individuals, entities, or organizations of countries that have been identified by the U.S. Department of State as state sponsors of terrorism. The countries currently identified are: Cuba, Iran, North Korea, Sudan, and Syria.

Applicant and Partner Contributions: Applicants and/or other project partners must contribute funds to the project, which may include cash or in-kind contributions. Applicant and partner contributions cannot be included as contributions for any other federally assisted project or program. Equipment paid for by the U.S. Federal Government under another award cannot be used as cash or in-kind contributions.

IV. APPLICATION AND SUBMISSION INFORMATION

PRE-APPLICATION DEADLINE: Pre-Applications must be received by March 1, 2011.

RANGE OF APPROVAL/DISAPPROVAL TIME: Applicants that are found meritorious and programmatically relevant will be notified of the opportunity to submit a full application on or about May 1st, 2011. The second NOFA will be exclusively available to those selected applicants, with proposals

due on or about June 15th, 2011. Full proposals will be reviewed and proponents notified on or about August 1st, 2011.

APPLICATION FORMAT AND CONTENT: You may submit your pre-application in English or Spanish. Pre-applications should be **no more than 5 pages of narrative** plus attachments. The following elements should be included:

A. Application Cover Page

Complete the Application Cover Page located on the Internet at <http://www.fws.gov/forms/3-2338.pdf> according to the instructions on page 2 of the form.

B. Site Description

Please state where you are working, and provide a map. Please state the habitat type(s) and key wildlife resources that are the conservation targets. Please describe the threat(s) you are addressing, and the contributing factors connected to them.

C. Target Audience and Stakeholders

Please describe your target audience, what you know about them, and how they have been involved in your project to date. While not required at the pre-proposal phase, all projects will be required to collect formative research to measure baseline levels of knowledge, attitudes, and behaviors.

D. Objectives and Indicators

Please describe the objectives of your project. Please connect the actions of the constituency building activities to your organization's long-term conservation strategy at this site. You may send as attachments the executive summary of an organizational or initiative strategic plan that will show how this project will achieve broader conservation goals. Please indicate how you plan to measure results.

E. Proposed Activities

Please describe the type of constituency building activities you will be conduct to reach your objectives.

F. Key Project Personnel

Please indicate who will be the principal project leader, provide a summary of that individual's skills and experience, and describe the roles of your project team.

G. Sustainability and Budget

Please indicate a level of resources requested, and matching funds your organization will contribute, and how the effort will be sustained over time.

PROPOSAL APPLICATION CHECKLIST

ALL PROPOSALS MUST INCLUDE:

- ☐ Signed Grant Application Cover Page (must be signed by Authorized Representative)
- ☐ Project Narrative

PROPOSALS FROM U.S. APPLICANTS MUST ALSO INCLUDE:

- ☐ A complete, signed SF 424-Application for Federal Assistance
<http://www.fws.gov/international/DICprograms/sf%20424.pdf>

- ☐ A complete Standard Form 424b-Assurances
<http://www.fws.gov/international/DICprograms/sf%20424b.pdf>
- ☐ Documentary evidence of Section 501(c)(3) non-profit status, if applicable
- ☐ A copy of your organization's Negotiated Indirect Cost Rate Agreement, if applicable

SUBMISSION INSTRUCTIONS: Pre-Applications may be submitted by e-mail or via the Internet through Grants.gov. Please select **ONE** of the following submission options.

How to submit a proposal by e-mail:

Pre-Applications must be submitted in 12 point font, with 1 inch margins. All documents must be printable on Letter (8 1/2" x 11") paper. We prefer to receive all e-mailed documentation incorporated into **ONE** file attachment. E-mail your proposal to the USFWS at WWB_LAC@fws.gov.

How to submit a proposal through the Internet using Grants.gov:

Applicants are not required to submit proposals through Grants.gov. Applicants are responsible for ensuring that their Grants.gov proposal submission is received in its entirety. The USFWS bears no responsibility for data errors resulting from transmission or conversion processes associated with electronic submissions. You must meet all stated submission deadlines regardless of submission method. The USFWS will bear no responsibility for delays in submissions due to technical difficulties at or with the Grants.gov website.

All applicants choosing to use Grants.gov to submit proposals must be registered and have an account with Grants.gov. *It may take up to three weeks to complete Grants.gov registration.* For more information on registration, go to <http://www.grants.gov/ForApplicants>. Once your organization is registered go to <http://www.grants.gov/search/basic.do>. Enter the CFDA Number located on the top of page 1 of this document in the field under **Search by CFDA Number** to view this program's Grants.gov announcement. Follow the instructions found under the How to Apply section of the Grants.gov announcement.

V. APPLICATION REVIEW

The USFWS may solicit advice from qualified experts to conduct a technical review of your proposed project. The USFWS may also discuss your proposal with known past and present partners to reduce the potential for waste, fraud and abuse and to encourage coordination and collaboration among projects on the ground.

Review Criteria: To be considered for funding, proposals must address the priority strategy listed above in the Description of Funding Opportunity. The Division of International Conservation ranks proposals by scoring how well each addresses the program priority and the requested elements listed in the Application and Format section above. High priority, well-justified, and feasible projects that address all of the requested proposal elements will receive higher scores. These scores are not the sole determining factor for final funding decisions. Other review criteria include considering the degree to which a project:

- Strengthens local institutions and local people, and ensures that communities have an active role in project planning and implementation;
- Provides a catalyst for activities in a previously neglected area with significant conservation value;
- Utilizes funds in an efficient, cost-effective manner to accomplish project objectives;
- Complements activities of other organizations/individuals in a manner which will lead to efficient, effective conservation of the resource and avoids duplication of other on-going activities;
- Proposes activities supported by international, national, and/or regional conservation priorities, action plans and/or strategies;
- Promotes networking, partnerships, and/or coalitions;
- Demonstrates a clear theory of change, and includes specific impact assessment criteria;
- Provides for the development of a demonstration activity that can be replicated for widespread use.

The above considerations are not listed in any order of importance. All considerations listed do not necessarily apply to every proposal. Following review, applicants may be asked to revise the project scope and/or budget before a final funding decision can be made.

VI. AWARD ADMINISTRATION

Award Notices: No awards will be made in response to this Announcement.

Administrative and National Policy Requirements:

Go to <http://www.fws.gov/international/dicprograms/AAG%209-6-07.pdf> to review the Division of International Conservation's *Assistance Award Guidelines* document which details the policies, terms, and conditions applicable to awards made under this program. Printed copies of this document are also available upon request at the address/telephone number listed in Section IV above. U.S. Government-wide policy requires all applicants, both domestic and non-domestic, to apply for, and include a Dun & Bradstreet Data Universal Number System (DUNS) number on their application. See Section III above for additional information on the DUNS requirement.

VII. AGENCY CONTACT

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VIII. RELATED PROGRAMS

CFDA 15.635 Neotropical Migratory Bird Conservation Fund
CFDA 15.641 *Wildlife Without Borders-Mexico* Program
CFDA 15.645 Marine Turtle Conservation Fund